



Montgomery County Green Business Certification Program





Program Overview

Umbrella recognition program:

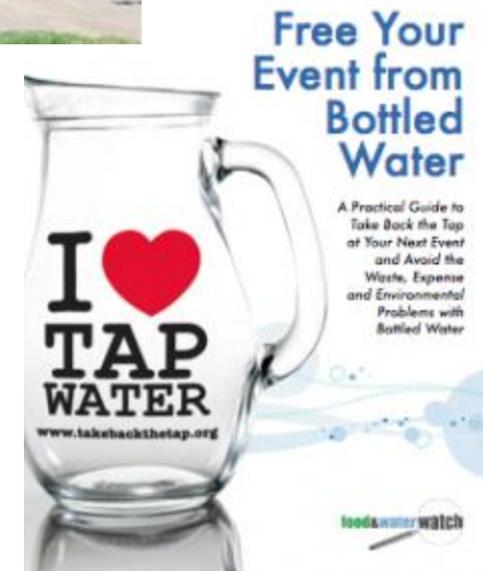
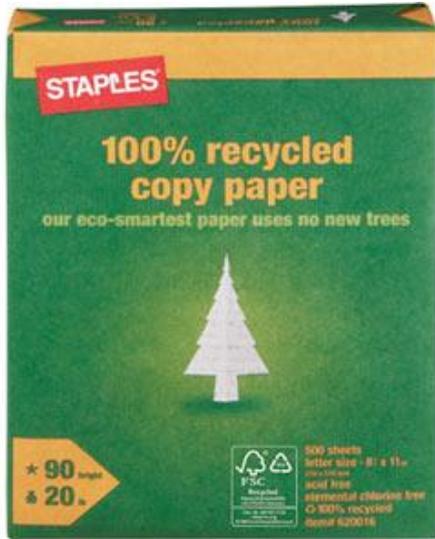


DEP “home grown”

-  B Lab (above average on environmental section)
-  Green America (Gold)
-  Green Seal (lodging, cleaning, restaurants)
-  Green Restaurant Association
-  Veriflora Sustainably Grown
-   USDA Organic; Certified Naturally Grown
- ISO 14001 Environmental Management System



Example Actions





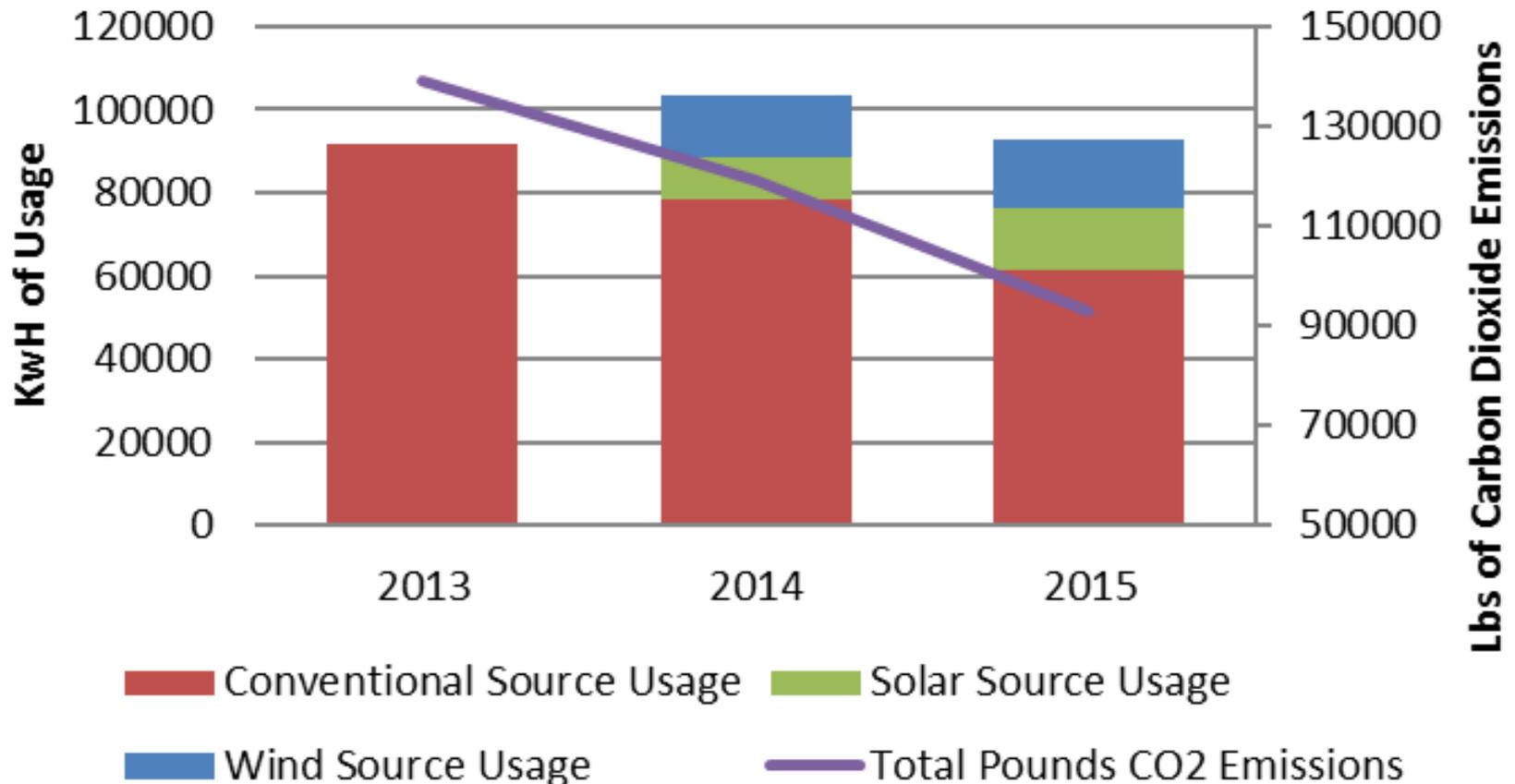
Example Actions





Metrics & Continuous Improvement

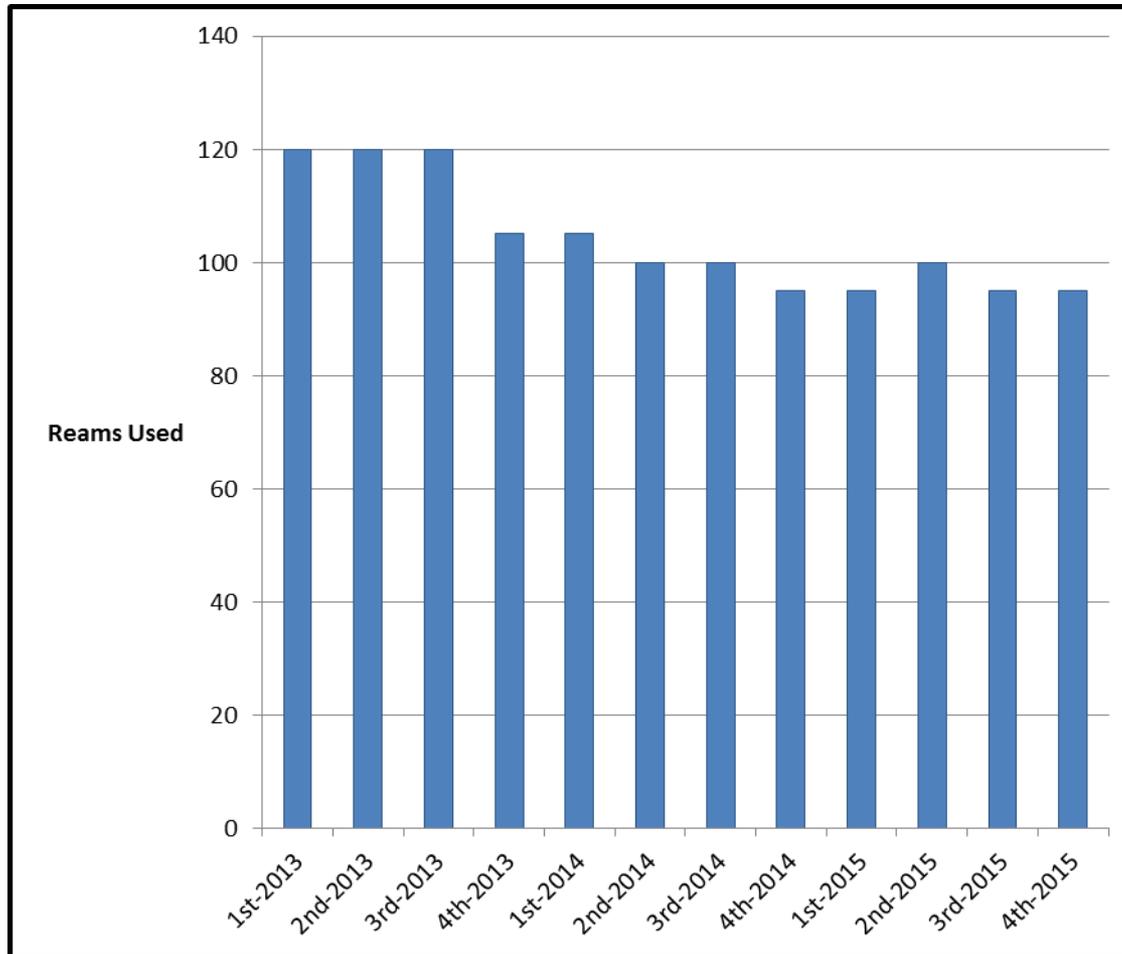
Electricity Sources & Use





Metrics & Continuous Improvement

Reams of Paper Used by Quarter





Perks and Benefits

- Listed in Green Business Directory
- Use of logo and branded materials
- Promotional opportunities: newsletters, video profiles, press events, bus ads, blogs, etc.
- Listed in County's Vendor Database



Green Business Directory

Energy Services



[Back to top](#)

Farms & Nurseries

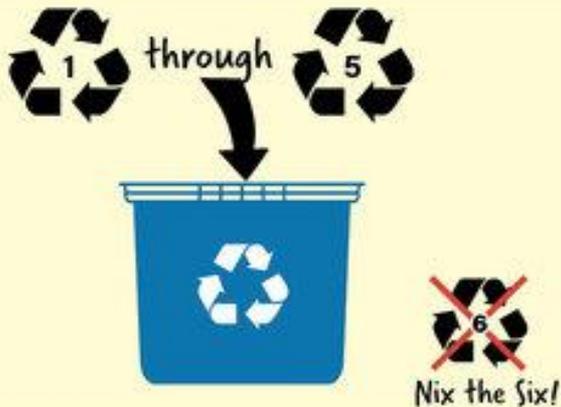




Branded Materials

TIP #3

Recycle Plastics By the Numbers!



These lunch items CAN'T be recycled:

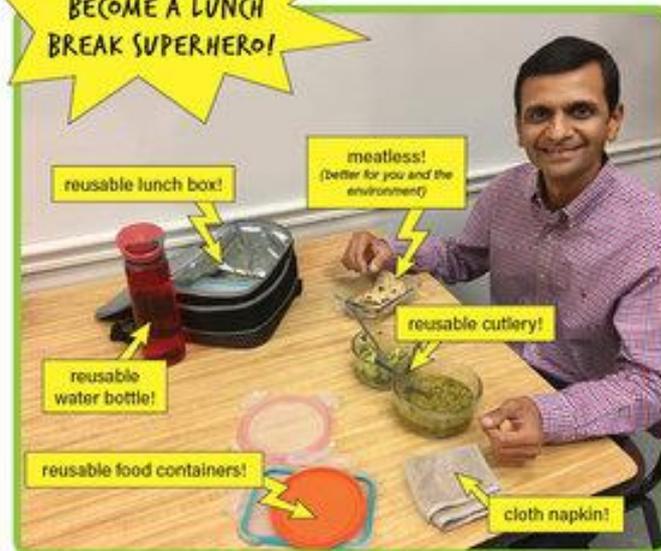
- | | |
|----------------|--------------------------|
| Paper Towels | Chip Bags |
| Plastic Bags | Plastic Utensils |
| Styrofoam Cups | Greasy Pizza Boxes |
| Candy Wrappers | Single-Serve Coffee Pods |



TIP #2

Looking for a low-impact meal? Pack a Trash-Free & Healthful Lunch!

BECOME A LUNCH
BREAK SUPERHERO!





Branded Materials

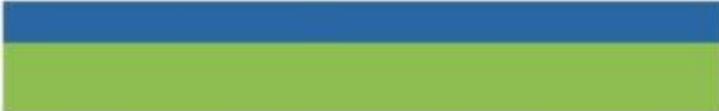
THANK YOU!

You were caught in the act of . . .

- | | |
|---|---|
| <input type="checkbox"/> Saving Water | <input type="checkbox"/> Reducing Waste |
| <input type="checkbox"/> Buying Green | <input type="checkbox"/> Eating Sustainably |
| <input type="checkbox"/> Recycling | <input type="checkbox"/> Commuting Green |
| <input type="checkbox"/> Conserving Resources | <input type="checkbox"/> Saving Energy |
| <input type="checkbox"/> Inspiring Others | <input type="checkbox"/> Taking Initiative |

Dear _____

Thanks for greening our workplace,



Catch a colleague working green?
Send a **green gratitude** card and
express your appreciation.

Together, individual steps
can have a big impact!

We're proud to be
employed by a
County Certified
Green Business!



Learn more at mcgreenbiz.org





Promotional Opportunities

Gift Greener!



- Shop at a Certified Green Business for the following gifts
 - Restaurants/Caterers
 - Home Improvement and Appliances
 - Organic lawn care and sustainable Landscaping
 - Yoga lessons
 - Green Travel
 - Socially and Environmentally Responsible Funds
 - Energy Efficiency Upgrades and Solar Panels



Promotional Opportunities





Enhanced Reputation and Recognition





Enhanced Reputation and Recognition





Enhanced Reputation and Recognition





Alignment of operations with values





Alignment of operations with values





More Efficient Business Practices

- CNSI -- Benchmarking to identify areas of improvement and measure performance
- Raffa – Started an “Ask Tom” program on intranet where employees could anonymously suggest improvements and form a committee to evaluate options
- Marriott -- Shifted from evening to daylight cleaning so that cleaning crew could use public transit and save an estimated \$100,000 a year from turning off lights



Getting Started – Top Six

- Form a Green Team
- Create a staff wide survey soliciting ideas about greening your operations.
- Identify your biggest impact areas
- Start with waste reduction
- Establish sustainability policies
- Create a plan with goals, milestones and metrics



It's Contagious & Builds Community!

